

Rep Order# 8869747 Ver# 3 Status Revised
EC'd Yes

Traffic Order# 37368

Printed: 09/21/2012 12:41 PM
Last Received: 09/21/2012 12:09 PM
Showing Buylines: All Lines

1 of 5

Station	KLAS-TV LAS VEGAS
Advertiser	() DEMO SEN CAMPGN COMM
Product	issue
Estimate#	1848
Buyer	Maura Gilroy
Phone#	
Fax#	

Agency () GREAT AMERICAN MEDIA
3050 K ST NW, SUITE 100
WASHINGTON, DC 20007
Agency C/P1/P2/E 49/53/1848
Flight Dates 09/25/2012 - 10/01/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () MIKE JONES

Salesperson Phone# 202-872-5880
Salesperson FAX# 202-872-0263

--- CONTRACT COMMENT ---

*****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

THIS IS A REVISION, DO NOT DOUBLE BOOK
TOTAL REMAINS THE SAME - \$96,750
PLEASE CONFIRM
THANKS, MIKE

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	2	TU-F,M	700A-900A	CBS THIS MORNING	:30	\$1,200.00	09/25-10/01	2	1	2	\$2,400.00	
	*3	SA	500A-700A	CBS THIS MORNING SATURDAY	:30	\$500.00	09/29-09/29	0	0	0	\$0.00	
		Sales Remark: V3 .										
		V3 Comment Changed, Spots/week Changed										
	*4	SU	630A-800A	CBS NEWS SUNDAY MORNING	:30	\$2,500.00	09/30-09/30	0	0	0	\$0.00	
		Sales Remark: V3 .										
		V3 Comment Changed, Spots/week Changed										
	*5	M	900A-1000A	LIVE! WITH KELLY	:30	\$950.00	10/01-10/01	1	1	1	\$950.00	
		Sales Remark: V3 .										
		V3 More than 2 codes changed										
	*6	M	1200P-1230P	8 NEWS NOW AT NOON	:30	\$1,000.00	10/01-10/01	1	1	1	\$1,000.00	
		Sales Remark: V3 .										
		V3 More than 2 codes changed										

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LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	*7	TU-F,M	1230P-200P	THE BOLD AND THE BEAUTIFUL/DEAL	:30	\$1,700.00	09/25-10/01	2	1	2	\$3,400.00	
		Sales Remark: V3 . V3 More than 2 codes changed										
	*8	M	200P-300P	THE TALK	:30	\$1,700.00	10/01-10/01	1	1	1	\$1,700.00	
		Sales Remark: V3 . V3 More than 2 codes changed										
	*9	M	300P-400P	ELLEN	:30	\$1,600.00	10/01-10/01	1	1	1	\$1,600.00	
		Sales Remark: V3 . V3 More than 2 codes changed										
	*10	TU-F,M	400P-500P	8 NEWS NOW AT 4PM & 430PM	:30	\$1,600.00	09/25-10/01	5	1	5	\$8,000.00	
		Sales Remark: V3 . V3 Comment Changed, Spots/week Changed										
	*11	M	500P-630P	8 NEWS NOW ROTATION	:30	\$1,700.00	10/01-10/01	2	1	2	\$3,400.00	
		Sales Remark: V3 . V3 More than 2 codes changed										
	*12	SU	500P-530P	8 NEWS NOW AT 5PM-SUN	:30	\$2,500.00	09/30-09/30	0	0	0	\$0.00	
		Sales Remark: V3 . V3 Comment Changed, Spots/week Changed										
	*13	SU	630P-700P	8 NEWS NOW AT 630PM-SUN	:30	\$2,500.00	09/30-09/30	0	0	0	\$0.00	
		Sales Remark: V3 . V3 Comment Changed, Spots/week Changed										
	14	TU-F,M	700P-800P	ET/INSIDER	:30	\$3,000.00	09/25-10/01	1	1	1	\$3,000.00	
	*15	SA	1000P-1100P	48 HRS	:30	\$15,000.00	09/29-09/29	1	1	1	\$15,000.00	
		Sales Remark: V3 . V3 More than 2 codes changed										

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Product	issue
Estimate#	1848
Buyer	Maura Gilroy
Phone#	
Fax#	

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Rep Firm
Sales Office () WASHINGTON
Salesperson () MIKE JONES

Salesperson Phone# 202-872-5880
Salesperson FAX# 202-872-0263

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	*16	W	900P-1000P	CRIMINAL MINDS	:30	\$18,000.00	09/26-09/26	1	1	1	\$18,000.00	
		Sales Remark: V3 .										
		V3 More than 2 codes changed										
	17	F	800P-900P	CSI NY	:30	\$8,500.00	09/28-09/28	1	1	1	\$8,500.00	
	*18	TH	1000P-1100P	ELEMENTARY	:30	\$7,500.00	09/27-09/27	1	1	1	\$7,500.00	
		Sales Remark: V3 .										
		V3 More than 2 codes changed										
	19	TU-F,M	1100P-1135P	8 NEWS NOW AT 11PM	:30	\$2,500.00	09/25-10/01	4	1	4	\$10,000.00	
	20	SA-SU	1100P-1135P	8 NEWS NOW AT 11PM-WKND	:30	\$1,100.00	09/29-09/30	1	1	1	\$1,100.00	
	21	TU-F,M	1135P-1237A	LATE SHOW W/LETTERMAN	:30	\$950.00	09/25-10/01	3	1	3	\$2,850.00	
	22	SA	900A-1230P	CBS COLLEGE FTBL-EARLY GAME	:30	\$1,000.00	09/29-09/29	0	0	0	\$0.00	
	*26	SA	930A-1200P	ACC FOOTBALL	:30	\$2,500.00	09/29-09/29	2	1	2	\$5,000.00	
		Sales Remark: V3 .										
		V3 Added										
	*27	SA	530P-600P	POLITICS NOW	:30	\$1,000.00	09/29-09/29	1	1	1	\$1,000.00	
		Sales Remark: V3 .										
		V3 Added										
	*28	SA	400P-500P	WACKED OUT	:30	\$400.00	09/29-09/29	2	1	2	\$800.00	
		Sales Remark: V3 .										
		V3 Added										

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Station KLAS-TV LAS VEGAS
Advertiser () DEMO SEN CAMPGN COMM
Product issue
Estimate# 1848
Buyer Maura Gilroy
Phone#
Fax#

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3050 K ST NW, SUITE 100
WASHINGTON, DC 20007
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	*29	TU-F,M	400A-459A	NEWS	:30	\$200.00	09/25-10/01	5	1	5	\$1,000.00	
		Sales Remark:		V3 .								
		V3 Added										
	*30	SA	1135P-1235A	PRIVATE PRACTICE	:30	\$250.00	09/29-09/29	1	1	1	\$250.00	
		Sales Remark:		V3 .								
		V3 Added										
	*31	SA	1235A-135A	DAVINCI'S	:30	\$150.00	09/29-09/29	1	1	1	\$150.00	
		Sales Remark:		V3 .								
		V3 Added										
	*32	SU	1135P-1235A	GAMETIME WITH UNLV	:30	\$150.00	09/30-09/30	1	1	1	\$150.00	
		Sales Remark:		V3 .								
		V3 Added										

—REPORT TOTALS—

Report Totals: 41 / \$96,750.00

—SALES MONTHLY TOTALS—

Sep 12: 31 / \$82,850.00 Oct 12: 10 / \$13,900.00

Sales Totals: 41 / \$96,750.00

Station Totals: 41 / \$96,750.00

Lines not sent/rcld/rtrn: 0 / \$0.00

—COMPETITIVE—

Market Totals	\$322,500	CABL	0%	KLAS	30%	KSNV	40%	KTNV	25%	KTUD	0%
		KVCW	0%	KVMY	0%	KVVU	5%	UNKN	0%		